

## **BANNER POLICY**

### **Purpose:**

The purpose of these guidelines is to provide a functional, fair and cost effective policy for "Over Highway" banners (banners stretch across Highway 2 at 5<sup>th</sup> Street and the Silver Spur area) approval, scheduling, installation and removal.

### **Banner Criteria:**

Only banners sponsored by non-profit groups or organizations whose purpose and objectives contribute to the best interest of the Troy community will be displayed. All banners must be manufactured by a printer to ensure only quality, well-made banners will be displayed within the City of Troy.

### **Banners must:**

1. Not display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, or to be political or religious in nature;
2. A banner shall not have displayed a symbol or legend that portrays a traffic control device, or which attempts to direct the movement of traffic;
3. Be aesthetically pleasing;
4. Not contain more than 25% of space used to highlight the sponsor of the banner;
5. Not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements;
6. Not display any religious symbols or messages or in any way suggest religious statements or endorsements; and
7. Not display inappropriate material including but not limited to: offensive language, hate speak, pornographic images, and/or content considered demeaning and derisive will not be accepted. Decisions on the appropriateness of material will be governed by the Mayor or the council.

### **Over Highway Banner Guidelines:**

1. Applications must be received twenty-one (21) days prior to the desired display dates for initial hangings.
2. Applications must be received fourteen (14) days prior to the desired display dates for reoccurring hangings.
3. Over Highway banners will be displayed for a maximum of ten (10) days at a time.
4. Upon application approval, applicant is responsible for delivering the banner to City Hall two days before the display time and picking up the banner from City Hall shortly after the display time.
5. Applications must be received three days before a city council meeting for those organizations that seek a fee waiver. Fees of \$25 will be paid by all organizations for out-of-town events unless the council waives the fees.

### **Order of Priority:**

Priority is defined here to ensure fair decision making when multiple groups wish to hang Over Highway banners. The order of priority is as follows:

1. City of Troy Sponsored Event
2. Troy Nonprofit Organization Events
3. Out-of-Town Events

### **Liability:**

The Applicant agrees that that City of Troy is not responsible for any damage to the Applicant's sign that occurs from the time that the Applicant drops off the sign at City Hall to the time that the Applicant picks the sign up from City Hall.

# OVER HIGHWAY BANNER APPLICATION



City of Troy, PO Box 823, Troy, MT 59935 406-295-4151 fax 406-295-4540  
Website: [www.cityoftroymontana.com](http://www.cityoftroymontana.com) Email to [citytroy@troymt.net](mailto:citytroy@troymt.net)

FEE: \$25.00 for out-of-town events only.

Name of Applicant: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

2<sup>nd</sup> Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Event Name: \_\_\_\_\_ Date of Event: \_\_\_\_\_

## BANNER DESCRIPTION:

Location: Highway 2 & 5<sup>th</sup> Street: \_\_\_\_\_ Highway 2 and the Silver Spur: \_\_\_\_\_

Banner Dimensions: Height \_\_\_\_\_ Width \_\_\_\_\_ (Maximum is \_\_\_\_\_ Feet by \_\_\_\_\_ Feet)

DESIRED DISPLAY DATES: Limited to a Maximum 10 days prior to event.

Describe exactly what the banner will say along with description of any pictures or logos:

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\_\_\_\_\_ (initial) I understand that if I do not pick up the banner at the City of Troy Shop office within 30 days after the event date the banner will be disposed of.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date